

LUNCH with LESLIE



Wednesday,
September 27th

11:30 am - 1:00 pm
Santa Ana, CA

Prospecting Re-Imagined

What does it take to engage with a new prospect? How to upsell a current client? We will discuss strategies to be effective with building new relationships and deepening existing relationships. We will explore how social media and using your networking can fast track prospecting!

KEY TAKEAWAYS:

- Do you have the right targets?
- Should You: leave a voice mail message? Send a letter? Email the prospect?
- Go-to marketing strategies and tools
- Yes, there will be objections in this challenging market—what to do and say!



LESLIE GROENE, President, Groene Consulting, is one of the coaching superstars in the world of corporate sales as well as a business consultant and author. Her background is in the paper and printing industries as a sales rep and sales manager. She has been featured in many PIA affiliate markets and as a speaker and business development trainer including the recent 2017 Print Leadership Summit. She helps her clients focus on revenue generation and profit growth. She authored the business strategy book *Picture Yourself & the Life You Want* and is a nationally-renowned motivational speaker. To purchase her book or to contact her please go to www.GroeneConsulting.com.

DATE: Wednesday, September 27, 2017

LOCATION: Coaching Center of Orange County
1231 E. Dyer Road, Suite 215
Santa Ana, CA 92705

TIME: 11:30 am – 1:00 pm

INVESTMENT: \$35/member
(lunch included) \$60/non-member

To register, contact Emily Holguin at 323.728.9500, Ext. 262,
emily@piasc.org or visit www.piasc.org/lunch.

*Cancellation Policy: PIASC must receive cancellations 48 hours prior to the meeting to receive a full refund.

